



BRAGI

O2 brings Bragi "The Dash" wireless earphones to the UK

Featuring a range of sensors to track workouts, as well as music storage and built in microphone, 'The Dash' is the world's first Hearable and is on sale in the UK now

Munich, 15th of April 2016 - O2 and Bragi announce that The Dash, a pair of truly wireless earphones packed with sensors, music storage and a microphone, is on sale on O2's website and selected stores today.

The Dash is a set of wireless smart earphones which allow customers to answer calls, listen to music completely wirelessly, either via its 4GB internal memory or paired via Bluetooth to a phone, tablet or other smart device. Thanks to the range of sensors built into The Dash, it can also track distance, duration and heart rate while running, cycling or even, due to being waterproof in up to a meter of water, while swimming.

The Dash is available for £249.99 in O2's new stores in Manchester Market Street and London's Westfield White City as well as online at <http://www.o2.co.uk>.

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About O2

O2 is the commercial brand of Telefónica UK Limited and is a leading digital communications company with the highest customer satisfaction for any mobile provider [according to Ofcom](#). With over 25 million customers, O2 runs 2G, 3G and 4G networks across the UK, as well as operating O2 Wifi and owning half of Tesco Mobile. O2 has over 450 retail stores and sponsors The O2, O2 Academy venues and the England rugby team. Read more about O2 at www.o2.co.uk/news.

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